

Abstract of the Disclosure

The invention relates to a white film with a thickness of from 10 to 500 μm whose principal constituent is a crystallizable thermoplastic. It also has to comprise at least one titanium dioxide of the rutile type as white pigment and at least one optical brightener. The optical brightener and/or the titanium dioxide are fed as a masterbatch during film production. A white film of this type is particularly suitable for interior decoration, for constructing exhibition stands, for exhibition requisites, for displays, for placards, for labels, in the fitting out of shops or of stores, as a promotional requisite or as a laminating material or for applications associated with food or drink.